NIELSEN WEEKLY C-STORE
PERCENT INVENTORY ON PROMOTION

	TOTAL (ANY PROMO)					FREE GOODS					INCENTIVES					MONEY OFF				
	8/14	8/21	8/28	9/4	4 WK AVG	8/14	8/21	8/28	9/4	4 WK AVG	8/14	8/21	8/28	9/4	4 WK AVG	8/14	8/21	8/28	9/4	4 WK AVG
INDUSTRY	10.0	9.0	7.9	7.2	8.5	1.9	2.1	2.4	2.2	2.2	0.3	0.3	0.3	0.3	0.3	7.9	6.6	5.3	4.6	6.1
PHILIP MORRIS	3.3	3.2	2.6	2.3	2.9	0.8	0.9	0.7	0.4	0.7	0.4	0.4	0.4	0.5	0.4	2.3	1.9	1.6	1.5	1.8
PM PREMIUM	2.5	2.4	2.1	2.2	2.3	0.4	0.3	0.2	0.2	0.3	0.6	0.6	0.5	0.7	0.6	1.7	1.6	1.4	1.4	1.5
PM DISCOUNT	5.5	5.0	3.9	2.6	4.2	1.5	2.3	1.7	0.9	1.6	0.0	0.0	0.0	0.1	0.0	3.9	2.7	2.2	1.6	2.6
MARLBORO	1.5	1.5	1.3	1.5	1.5	0.4	0.3	0.3	0.2	0.3	0.8	1.0	0.9	1.1	0.9	0.2	0.2	0.2	0.2	0.2
RED	0.9	1.2	1.0	1.3	1.1	0.3	0.3	0.3	0.2	0.3	0.5	0.9	0.7	1.0	0.8	0.0	0.0	0.0	0.0	0.0
LIGHTS	1.6	1.6	1.3	1.6	1.5	0.4	0.3	0.3	0.2	0.3	0.7	0.8	0.6	0.9	0.8	0.5	0.5	0.5	0.5	0.5
MEDIUM	5.3	4.7	4.8	4.9	4.9	1.5	0.9	0.7	0.8	1.0	3.7	3.7	4.1	4.0	3.9	0.1	0.1	0.1	0.1	0.1
B & H	12.5	11.4	10.1	10.5	11.1	1.7	1.2	0.7	0.4	1.0	0.3	0.3	0.3	0.2	0.3	12.4	11.3	9.8	10.3	10.9
MERIT	1.4	1.4	1.1	1.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.4	1.1	1.0	1.2
VIRGINIA SLIMS	0.2	0.2	0.2	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1
CAMBRIDGE	16.0	11.0	9.3	6.5	10.7	3.4	2.4	2.5	2.1	2.6	0.0	0.0	0.0	0.0	0.0	12.6	8.6	6.9	4.4	8.1
PARLIAMENT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ALPINE	18.4	14.6	11.2	7.6	13.0	8.3	7.5	5.6	2.6	6.1	0.1	0.1	0.1	0.0	0.1	9.9	7.0	5.6	4.9	6.9
BRISTOL	7.5	5.8	5.5	4.6	5.9	0.0	0.0	0.0	0.0	0.0	7.5	5.8	5.5	4.6	5.9	7.5	5.8	5.5	4.6	5.9
BUCKS	0.8	0.8	0.7	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8	0.7	0.8	0.8
PM DEEP DISC	0.4	1.9	1.3	0.6	1.1	0.4	1.9	1.3	0.5	1.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
RJR	18.1	16.4	15.1	13.6	15.8	4.0	4.5	5.7	5.5	4.9	0.3	0.2	0.2	0.2	0.2	13.8	11.7	9.2	7.9	10.6
RJR PREMIUM	27.9	25.0	24.4	22.8	25.2	7.2	7.8	9.8	9.7	8.7	0.5	0.4	0.4	0.3	0.4	20.5	17.8	14.3	12.8	16.2
RJR DISCOUNT	6.0	4.8	3.3	2.8	4.1	0.2	0.4	0.5	0.3	0.3	0.0	0.0	0.0	0.0	0.0	5.8	4.1	2.8	2.2	3.7
B & W	8.7	6.8	5.5	5.2	6.5	0.5	0.6	0.6	0.5	0.5	0.1	0.1	0.1	0.1	0.1	8.1	6.2	4.9	4.6	5.9
B & W PREM	5.3	4.1	3.2	2.8	3.8	1.0	1.1	1.1	1.0	1.1	0.1	0.1	0.1	0.1	0.1	4.2	2.9	2.0	1.7	2.7
B & W DISC	11.8	9.0	7.5	7.1	8.8	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	11.4	8.9	7.4	6.9	8.6
LORILLARD	7.0	5.7	4.7	4.5	5.5	0.1	0.1	0.1	0.2	0.1	0.8	0.7	0.7	0.5	0.7	6.1	4.9	3.9	3.9	4.7
LOR PREM	4.3	3.2	2.5	2.5	3.1	0.1	0.0	0.0	0.1	0.1	0.9	0.8	0.8	0.5	0.7	3.3	2.4	1.7	1.8	2.3
LOR DISC	31.2	29.8	26.0	24.4	27.9	0.6	0.6	0.6	0.4	0.6	0.0	0.0	0.0	0.0	0.0	30.5	29.1	25.4	24.0	27.3
AMERICAN	10.4	9.4	7.8	6.6	8.6	1.0	1.2	0.9	0.7	0.9	0.0	0.1	0.0	0.0	0.0	9.4	8.2	6.9	5.9	7.6
AMER PREM	4.9	4.7	3.6	3.8	4.2	0.1	0.3	0.3	0.2	0.2	0.0	0.0	0.0	0.1	0.0	4.7	4.3	3.3	3.5	3.9
AMER DISC	14.6	13.1	11.3	8.9	12.0	1.7	1.9	1.3	1.0	1.5	0.0	0.1	0.0	0.0	0.0	12.9	11.1	9.9	7.9	10.5
LIGGETT	9.1	6.1	5.3	3.1	5.9	1.1	0.8	1.0	0.7	0.9	0.1	0.1	0.0	0.0	0.0	8.0	5.3	4.2	2.4	5.0
LIGGETT PREM	11.1	6.9	5.5	4.4	7.0	2.0	1.6	2.0	1.3	1.7	0.1	0.1	0.1	0.0	0.1	9.0	5.2	3.6	3.2	5.3
LIGGETT DISC	6.7	5.4	4.9	1.6	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	5.4	4.9	1.6	4.7

2062334971

Source: https://www.industrydocuments.ucsf.edu/docs/xzfy0004

NIELSEN WEEKLY C-STORE
PERCENT INVENTORY ON PROMOTION

	TOTAL (ANY PROMO)					FREE GOODS					INCENTIVES					MONEY OFF				
	8/14	8/21	8/28	9/4	4 WK AVG	8/14	8/21	8/28	9/4	4 WK AVG	8/14	8/21	8/28	9/4	4 WK AVG	8/14	8/21	8/28	9/4	4 WK AVG
MARLBORO	1.5	1.5	1.3	1.5	1.5	0.4	0.3	0.3	0.2	0.3	0.8	1.0	0.9	1.1	0.9	0.2	0.2	0.2	0.2	0.2
WINSTON	61.8	58.5	55.3	52.3	57.0	16.3	18.0	22.8	22.8	20.0	0.4	0.4	0.2	0.3	0.3	45.1	40.2	32.3	29.2	36.7
WINS SELECT	88.1	89.5	92.4	93.0	91.0	79.9	83.7	88.9	89.7	86.0	0.0	0.0	0.0	0.0	0.0	8.2	5.8	3.4	3.2	4.9
BASIC	0.6	2.8	1.8	0.8	1.5	0.6	2.8	1.8	0.7	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SALEM	4.5	4.4	1.9	1.4	3.0	0.5	0.3	0.2	0.2	0.3	0.2	0.3	0.2	0.2	0.2	3.8	3.7	1.5	1.0	2.5
GPC	6.9	6.4	5.5	5.2	6.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9	6.4	5.5	5.2	6.0
DORAL	14.2	9.7	6.1	4.6	8.6	0.3	0.1	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	13.8	9.6	5.9	4.4	8.4
CAMEL	10.7	10.9	10.6	9.4	10.4	3.4	4.5	4.9	5.2	4.5	1.2	0.8	0.9	0.8	0.9	6.2	5.5	4.8	3.5	5.0
CAMEL WIDES	6.1	6.5	4.4	7.9	6.2	0.1	0.2	0.8	4.8	1.5	1.2	0.6	0.6	0.5	0.7	4.8	5.7	3.1	2.7	4.0
CAMEL FLT	11.8	12.0	11.6	10.4	11.5	3.7	5.0	5.4	5.7	5.0	1.3	0.9	1.0	0.9	1.0	6.8	6.1	5.2	3.8	5.5
CAMEL SP LTS	25.8	18.9	17.9	16.6	19.7	6.9	3.1	2.2	3.1	3.7	2.3	1.7	1.2	1.4	1.6	16.7	14.2	14.6	12.1	14.3
NEWPORT	3.6	2.6	2.5	2.5	2.8	0.1	0.0	0.0	0.1	0.0	1.9	1.7	1.6	1.1	1.6	1.6	0.9	0.9	1.3	1.2
KOOL	5.8	4.1	2.7	2.1	3.7	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.1	5.7	3.9	2.6	2.1	3.5
BEST VALUE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MONARCH	0.4	1.8	2.0	1.1	1.3	0.4	1.8	2.0	1.1	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MERIT	1.4	1.4	1.1	1.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.4	1.1	1.0	1.2
B & H	12.5	11.4	10.1	10.6	11.1	1.7	1.2	0.7	0.4	1.0	0.3	0.3	0.3	0.2	0.3	12.4	11.3	9.8	10.3	10.9
CAMBRIDGE	10.0	11.0	9.3	8.8	10.7	3.4	2.4	2.5	2.1	2.6	0.0	0.0	0.0	0.0	0.0	12.8	8.6	6.9	4.4	8.1
VANTAGE	7.7	7.1	6.3	5.8	6.7	0.4	0.3	0.2	0.2	0.3	0.1	0.0	0.0	0.0	0.0	7.2	6.7	6.0	5.6	6.4
KENT	5.8	4.7	3.4	3.3	4.3	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	5.8	4.6	3.3	3.1	4.2
PALL MALL	0.6	0.1	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.1	0.1	0.1	0.2
VICEROY	14.4	8.5	7.5	6.9	9.3	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.3	0.2	13.9	8.0	6.9	6.4	8.8
PM DP DISC	0.4	1.9	1.3	0.6	1.1	0.4	1.9	1.3	0.5	1.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
PM PVT LB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
BASIC	0.6	2.8	1.8	0.8	1.5	0.6	2.8	1.8	0.7	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RJR DP DISC	0.1	0.6	0.7	0.4	0.4	0.1	0.6	0.7	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RJR PVT LB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
BEST VALUE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MONARCH	0.4	1.8	2.0	1.1	1.3	0.4	1.8	2.0	1.1	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B & W DP DISC	10.0	8.6	7.0	7.0	8.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.0	8.6	7.0	7.0	8.1
GPC	6.9	6.4	5.5	5.2	6.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9	6.4	5.5	5.2	6.0
RALEIGH EXTRA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
LIG DP DISC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
AMER DP DISC	0.0	0.6	0.5	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.5	0.4	0.4

2062334972

Source: https://www.industrydocuments.ucsf.edu/docs/xzfy0004

NIELSEN WEEKLY C-STORE
PERCENT INVENTORY ON PROMOTION

	TOTAL (ANY PROMO)					FREE GOODS					INCENTIVES					MONEY OFF				
	8/14	8/21	8/28	9/4	4 WK AVG	8/14	8/21	8/28	9/4	4 WK AVG	8/14	8/21	8/28	9/4	4 WK AVG	8/14	8/21	8/28	9/4	4 WK AVG
DP DISC	2.2	2.6	2.1	1.8	2.2	0.2	0.9	0.7	0.3	0.5	0.0	0.0	0.0	0.0	0.0	2.0	1.7	1.4	1.4	1.6
VICEROY	14.4	8.5	7.5	6.9	9.3	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.3	0.2	13.9	8.0	6.9	6.4	8.8
RICHLAND	4.1	3.6	3.2	2.9	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	3.6	3.2	2.9	3.5
DORAL	14.2	9.7	6.1	4.6	8.6	0.3	0.1	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	13.8	9.6	5.9	4.4	8.4
CAMBRIDGE	16.0	11.0	9.3	6.5	10.7	3.4	2.4	2.5	2.1	2.6	0.0	0.0	0.0	0.0	0.0	12.6	8.6	6.9	4.4	8.1
ALPINE	18.4	14.6	11.2	7.6	13.0	8.3	7.5	5.6	2.6	6.1	0.1	0.1	0.1	0.0	0.1	9.9	7.0	5.6	4.9	6.9
AMER FT	37.3	36.8	36.0	25.6	34.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	37.3	36.8	36.0	25.6	34.3
BUCKS	0.8	0.8	0.7	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8	0.7	0.8	0.8
PYRAMID	12.9	10.9	10.1	3.3	9.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.9	10.9	10.1	3.3	9.6
BRISTOL	7.5	5.8	5.5	4.6	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.5	5.8	5.5	4.6	5.9
MONTCLAIR	14.2	11.8	9.9	8.1	11.0	0.4	0.7	0.9	0.3	0.6	0.0	0.0	0.0	0.0	0.0	13.8	11.1	9.0	7.7	10.4
RIVERIA	27.5	26.3	25.3	20.1	24.8	0.7	0.3	0.2	0.2	0.3	0.0	0.0	0.0	0.0	0.0	26.9	26.0	25.0	19.9	24.5
MISTY	14.3	12.8	10.5	8.5	11.6	4.3	4.4	2.7	2.4	3.5	0.0	0.2	0.0	0.0	0.0	10.0	8.2	7.8	6.1	8.0
STYLE	33.0	33.0	29.6	27.2	30.7	0.9	0.9	0.9	0.5	0.8	0.0	0.0	0.0	0.0	0.0	32.2	32.2	28.7	26.7	30.0
BULL DURHAM	7.0	5.8	5.2	3.8	5.6	2.2	2.1	1.7	1.3	1.9	0.0	0.0	0.0	0.0	0.0	4.8	3.8	3.5	2.5	3.7
STERLING	21.0	15.7	13.4	11.2	15.3	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	20.9	15.6	13.3	11.2	15.3
MAGNA	18.2	15.5	10.5	9.3	13.3	0.0	0.0	0.0	0.4	0.1	0.0	0.0	0.0	0.0	0.0	18.2	15.5	10.5	8.9	13.2
BR DISC	15.6	12.1	9.6	7.6	11.2	1.4	1.3	1.1	0.8	1.1	0.0	0.0	0.0	0.1	0.0	14.1	10.7	8.5	6.8	10.1
PRICE OFF	50.8	50.2	41.6	38.1	45.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	50.8	50.2	41.6	38.1	45.2
TOT DISC	8.1	6.7	5.4	4.3	6.1	0.7	1.0	0.8	0.5	0.8	0.0	0.0	0.0	0.0	0.0	7.4	5.7	4.5	3.7	5.3

2062334973

Source: https://www.industrydocuments.ucsf.edu/docs/xzfy0004